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ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course covers wholesale and retail selling techniques, sales performance analysis, and intensive sales presentation practice. The course is comprised of four units: (1) Sales Preparation, (2) The Selling Process, (3) Special Selling Techniques, and (4) Sales Management. Each unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing.

Course: Advanced Salesmanship.

CE 017 804

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NATIONAL INSTITUTE OF EDUCATION

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Mountain-Plains Education & Economic Development Program, Inc.

Glasgow AFB, Montana 59231

Learning Experience Guide

COURSE: ADVANCED SALESMANSHIP

DESCRIPTION:

This course covers wholesale and retail selling techniques, sales performance analysis, and intensive sales presentation practice.

RATIONALE:

An in depth, working knowledge of advanced concepts and practices of selling is needed by professional sales and mid-management personnel in order for them to be able to determine the correct needs of their customers, to demonstrate their products effectively, and to compete with other businesses for customers' patronage.

OBJECTIVE:

Identify and demonstrate an understanding of advanced concepts and practices of good salesmanship and the ability to apply this knowledge in simulated sales situations.

PREREQUISITES:

Visual Merchandising 27.06.
Basic Salesmanship 27.07.
Customer Services 27.08.
Communication Skills at Level G.

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete all units in this course, unless otherwise specified in the Student Work Plan.

Principal Author(s): T. Preston, B. Egan

UNIT TITLES:

.01 Sales Preparation.
.02 The Selling Process.
.03 Special Selling Techniques.
.04 Sales Management.

EVALUATION PROCEDURE:

Score with 80% accuracy on the course test.

FOLLOW-THROUGH:

Upon completion of this course, contact the instructor for information regarding further study.

RESOURCE LIST

Printed Materials

1. Basic Salesmanship. John W. Ernest, Gregg Division/McGraw-Hill Book Company, 1969.
2. Creative Selling. John W. Ernest, Gregg Division/McGraw-Hill Book Company, 1971.
3. Product Information Sources (to be selected by the student).
4. Salesmanship. Fifth Edition, C.A. Kirkpatrick, South-Western Publishing Company, 1971.
5. Secrets of Closing Sales. Fourth Edition, Charles B. Roth, 1971.
6. Secrets of Overcoming Sales Resistance. Albert Goldstein, 1969.

Audio/Visuals

1. Know Your Product. Universal Education and Visual Arts.

Equipment

1. Cash register.
2. Charge slip.
3. Credit card machine.
4. Personal check.
5. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.
6. Purchase order.
7. Three products of students choice to use for sales presentation.
8. Visual aids.

COURSE PRETEST ANSWER KEY: ADVANCED SALESMANSHIP

Occupational Area:
File Code: 27.09.00.00. A2-2
Name:

ANSWERS

27.09.01.01.	1. B		27.09.02.04.	21. A		27.09.03.03.	41. D	
	2. C			22. B			42. C	
	3. B			23. A			43. D	
	4. C			24. C			44. A	
	5. D			25. A			45. D	
27.09.01.03.	6. A		27.09.02.06.	26. D		27.09.04.01.	46. A	
	7. D			27. C			47. A	
	8. D			28. B			48. A	
	9. D			29. B			49. D	
	10. C			30. D			50. D	
27.09.02.01.	11. C		27.09.03.01.	31. A		27.09.04.02.	51. A	
	12. C			32. B			52. D	
	13. C			33. A			53. D	
	14. C			34. D			54. A	
	15. C			35. A			55. C	
27.09.02.02.	16. A		27.09.00.03.02.	36. B		27.09.04.03	56. B	
	17. A			37. D			57. A	
	18. B			38. B			58. B	
	19. D			39. A			59. A	
	20. A			40. A			60. B	

Student: _____ File Code: 27.09.00.00. A2-2

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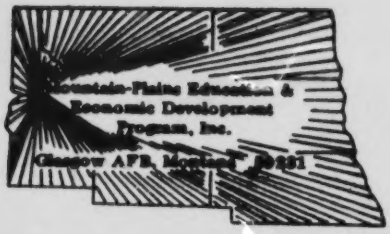

COURSE POST TEST: ADVANCED SALESMANSHIP

27.09.01.01.

1. Those motives which induce a prospect to prefer one company over another are called:

   a. product motives.
   b. patronage motives.
   c. rational motives.
   d. emotional motives.

2. Buying motives that lead the prospect to buy industrial goods are known as:

   a. primary buying motives.
   b. product motives.
   c. rational motives.
   d. emotional motives.

3. When the stationery salesman tells his prospect, "This new leather briefcase is smart and distinctive--just the thing all the young business executives are getting," he is appealing to the basic buying motive of:

   a. pleasure.
   b. social approval.
   c. variety.
   d. gain.

4. A typical patronage motive would be:

   a. comfort.
   b. fear.
   c. store atmosphere.
   d. savings in cost.

5. When the salesman shows his prospect how an automatic washing machine will cut down on her laundry bills and save wear and tear on the family clothing, he is appealing to the basic buying motive of:

   a. social approval.
   b. pleasure.
   c. desire to economize.
   d. convenience.

27.09.01.03.

6. The primary reason why a thorough knowledge of his product is important to the salesman is:

   a. it gains the confidence of the prospect.
   b. it gives him the status of an expert.
   c. it helps him carry on a conversation with the prospect.
   d. it gives him the ability to service the product in case of malfunction.

7. A technique that enables you to translate product facts into selling appeals is called:

   a. sales talk.
   b. a demonstration.
   c. product guarantee.
   d. product analysis.

8. A competing salesman relies heavily on friendship to hold customers. His control is:

   a. fairly secure,
   b. very secure.
   c. the matter is irrelevant.
   d. insecure.

9. When buyers report competitors' barbs to a salesman, he should:

   a. retort with a barb.
   b. appear not to hear.
   c. explain fully why those barbs were hurled.
   d. reflect tolerance and mild amusement.

10. When the buyer calls for a brand comparison, the salesman should:

   a. try to postpone it.
   b. insist the competitive salesman be present.
   c. make it.
   d. refuse it as an unfair practice.

27.09.02.01.

11. When opening most sales calls, the salesman's primary goal it to:

    a. convince the buyer of need.
    b. direct attention to his product.
    c. establish two-way communication.
    d. reassure the buyer.

12. Which of the following is a common type of barrier between salesmen and buyers?

    a. elevator operator.
    b. armed guard.
    c. secretary.
    d. custodian.

13. Opening a sales presentation with a brief summary of outstanding product benefits is called:

    a. providing.
    b. avoiding.
    c. headlining.
    d. overwhelming.

14. A salesman enters a buyer's office for the first time. Which of the following is a suitable opener?

    a. get on a first-name basis.
    b. joke.
    c. question.
    d. action.

15. A friendly handshake, a smile, or a sincere compliment are:

    a. service openers.
    b. signs of need.
    c. social amenities.
    d. sales approaches.

27.09.02.02.

16. A reaction from the customer, an expressed opinion or feeling about something the salesman has said or done is called:

a. commitment.
b. recognition.
c. recognizance.
d. qualification.

17. A benefit that has a particular appeal for a customer is a:

a. key benefit.
b. sales appeal.
c. selling point.
d. foremost feature.

18. A picture, product model, or a chart used in conjunction with a sales presentation is classified as a:

a. statistical device.
b. visual aid.
c. sales implement.
d. promotional tool.

19. Which of the following statements regarding sales stories and product demonstrations is true?

a. both should include price quotation
b. each are due equal time
c. each is as effective as the other
d. both are flexible and should be planned

20. A characteristic of a product that is readily noticeable by most customers is a(n) :

a. obvious feature.
b. known commodity.
c. special selling point.
d. key feature.

27.09.02.04.

21. The most troublesome objection is the one not:

    a. voiced.
    b. valid.
    c. relevant.
    d. common.

22. Most salesmen should anticipate that most objections will be to which of the following?

    a. need.
    b. price.
    c. service.
    d. product.

23. A buyer tells a salesman "I'll think it over." The salesman's best move is to ask questions based on:

    a. why.
    b. who.
    c. where.
    d. when.

24. A good procedure to help anticipate objections is to use:

    a. testimonials.
    b. a demonstration of the product in use.
    c. an objection analysis sheet.
    d. questions.

25. A leading cause of objection is:

    a. ignorance.
    b. greed.
    c. faulty qualification of the prospect.
    d. distrust of salesman.

27.09.02.06.

26. The most common expectation on the part of the buyers is that the salesman will:

    a. demonstrate the product.
    b. stress economy.
    c. establish need.
    d. ask for the order.

27. When a salesman tells a buyer that prices will go up next week, he is using what type of closing technique?

    a. CMT
    b. emotional
    c. SRO
    d. direct

28. The first step in building to a natural close is to:

    a. stress the key benefit.
    b. tell a complete story.
    c. get agreement.
    d. watch for buying signals.

29. After you have closed a sale, you should:

    a. stay around for a while chatting with your customer.
    b. take leave of your customer quickly and cordially.
    c. warn the customer about your competitors and tell him not to fall for their story.
    d. tell the customer that he can always call you in case he doesn't like the purchase he just made, and you will take it back.

30. "If your boss will pay half the cost of this course, then you'll go ahead?" This is an example of what type of close?

    a. assumed
    b. emotional
    c. SRO
    d. single obstacle

27.09.03.01.

31. The process of finding and developing new customers is called:

    a. prospecting.
    b. seeking.
    c. looking.
    d. contemplating.

32. In order to know who his ideal prospects are, the salesman must first make a thorough study of his:

    a. capabilities.
    b. product.
    c. liabilities.
    d. assets.

33. A salesman who develops prospects by securing additional names from every person on whom he calls is using which technique?

    a. endless - chain.
    b. group prospecting.
    c. advertising.
    d. cold canvassing.

34. Bringing a large number of people together at one time for a demonstration or talk involving the salesman's product is known as:

    a. list brokers.
    b. endless - chain.
    c. center-of-influence.
    d. group prospecting.

35. Prospects who are discovered because they have sent in a coupon have been located by means of:

    a. advertising.
    b. referred leads.
    c. cold canvasing.
    d. list brokers.

27.09.03.02.

36. One of the best ways to determine a customer's needs is simply to:

    a. use suggestive selling.
    b. listen.
    c. ask questions.
    d. show the customer the merchandise.

37. "That shirt you are looking at is imported from Sweden", is a typical example of:

    a. quantative selling.
    b. suggestive selling.
    c. big ticket items.
    d. the merchandise approach.

38. "May I help you" is an example of:

    a. suggestive selling.
    b. service approach.
    c. merchandise approach.
    d. cold canvasing.

39. When a salesperson calls a customer's attention to some additional needs he may have, the salesperson is using:

    a. suggestive selling.
    b. substitutions.
    c. trading up.
    d. buying signals.

40. Customers who should be notified of advertising the store may have are:

    a. specials.
    b. markup.
    c. big ticket items.
    d. substitutions

27.09.03.03.

41. An industrial buyer is usually interested in equipment that will bring about a decrease in the cost of:

    a. testimonial.
    b. turnover.
    c. markups.
    d. operation.

42. An industrial buyer is interested in his company's products and finding ways of:

    a. writing up orders.
    b. demonstrating them.
    c. improving them.
    d. dramatizing them.

43. The difference between the retailer's cost for merchandise and the price at which he resells it is called the:

    a. operation cost.
    b. turnover.
    c. testimonial.
    d. markup.

44. A dramatization of the product in use is known as a:

    a. demonstration.
    b. overall.
    c. buildup.
    d. testimonial.

45. If there is a legitimate reason why the prospective buyer should act immediately, the salesman can make good use of which technique?

    a. merchandise approach.
    b. pressure technique.
    c. suggestive selling.
    d. act now.

27.09.04.01.

46. A person who works without supervision must learn to:

    a. budget his time.
    b. be himself.
    c. be more aggressive.
    d. be compliant.

47. The successful management of time involves the ability to:

    a. plan ahead.
    b. sell fast.
    c. be aggressive.
    d. be compliant.

48. A schedule that shows where the salesman is to go, is called a/an:

    a. itinerary.
    b. activity schedule.
    c. back-up list.
    d. prospect list.

49. What would an efficient salesman do with his notes if he took any while he was out on calls?

    a. throw them away after he is done with them.
    b. file them at his house.
    c. put them in his car for ease of accessibility.
    d. transfer them to a permanent record at his office.

50. A file in which a salesman keeps a record of people who may once a day qualify as customers is called a:

    a. activity list.
    b. tickler file.
    c. customer file.
    d. prospect.

27.09.04.02.

51. Criteria established by the measurement of intangible factors is what type of standards:

    a. qualitative standards.
    b. quantitative standards.
    c. inventory standards.
    d. prospective standards.

52. A common way to measure sales performance of a salesman is to:

    a. establish evaluation procedure.
    b. draft a chart.
    c. create a check list.
    d. establish quota.

53. When a sales manager looks at a salesman as an individual rather than judging him on the basis of data, he is applying what standards?

    a. figurative standards.
    b. quantitative standards.
    c. quota standards.
    d. qualitative standards.

54. The average training period for a salesman is:

    a. six months.
    b. three months.
    c. three weeks to a month.
    d. one year.

55. The most extensive type of sales training is:

    a. trial-by-error training.
    b. classroom training.
    c. on-the-job training.
    d. self-training.

27.09.04.03.

56. Aside from the qualities of the product itself, the thing that most often makes the difference between a sale and an unsuccessful presentation, is the salesman's:

    a. presentation.
    b. personality.
    c. intellectual ability.
    d. respect of customer wishes.

57. The salesman who disregards the prospective customer's feelings shows a lack of:

    a. tact.
    b. enthusiasm.
    c. interest.
    d. self-assertiveness.

58. Dale Carnegie said that the big secret of successful selling is to find out the other person's:

    a. weaknesses.
    b. interests.
    c. investments.
    d. strengths.

59. A sales tactic in which the salesman acts as if he is interested in selling the product only if the prospect is interested in buying is the:

    a. soft-sell.
    b. self-assertiveness.
    c. self-confidence.
    d. courtesy.

60. Ethics established by a business firm or an industry is:

    a. personal standards.
    b. group standards.
    c. ethical standards.
    d. responsibilities.

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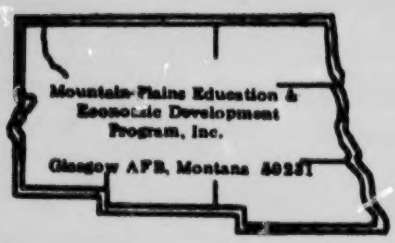


Learning Experience Guide

UNIT SALES PREPARATION

RATIONALE:

An understanding of the factors which influences customer's buying behavior will help you to assist customers in making a proper merchandise selection.

PREREQUISITES:

Communication skills at Level G.
Visual Merchandising 27.06
Basic Salesmanship 27.07
Customer Services 27.08

OBJECTIVE:

Given a choice of three different products, determine the buying motives, selling features and customer benefits for each product.

RESOURCES:

Printed Materials:

Basic Salesmanship, John W. Ernest, Gregg Division/McGraw-Hill Book Company, 1969.
Salesmanship, C.A. Kirkpatrick, South-Western Publishing Company, 1976 - 6th Edition.
Product Information Sources (to be selected by the student).

Audio/Visuals:

Filmstrip: "Know Your Product," Universal Education and Visual Arts.

Equipment:

Singer-Graflex 35mm Filmstrip Projector (or equivalent).

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test.

Principal Author(s): T. Preston, B. Egan

PERFORMANCE ACTIVITIES:

.01 Customer Buying Motives
.02 Customer Benefits
.03 Gaining Product Knowledge

EVALUATION PROCEDURE:

Complete an instructor-scored multiple choice test. Successful completion is 80% accuracy.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Student: _____ File Code: 27.09.01.00. A2-2

Date: _____ Date Published: 7/29/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

UNIT PRETEST: SALES PREPARATION

27.09.01.01.

1 When a salesman demonstrates how easy a product is to operate, he is appealing to the basic buying motive of:

a. gain.
b. convenience.
c. pleasure.
d. curiosity.

2. Which buying motive is likely to appeal most to a buyer of an insurance policy?

a. love of family.
b. desire for good health.
c. fear of loss of life.
d. desire to imitate.

3. Which buying motive would likely be most appealing in selling a popular skirt and blouse combination to a high school girl?

a. comfort.
b. pride of possession.
c. desire to imitate.
d. love of beauty.

4. Which would be classified as an irrational buying motive?

a. pride in appearance.
b. comfort.
c. efficiency in operation.
d. fear.

5. The first buying decision made by a customer is:

a. when should I buy?
b. where should I buy?
c. why should I buy?
d. how much should I buy?

27.09.01.03.

6 When a salesman can show how to take care of a product, he will enable the customer to appreciate the product's:

a. construction and ease of repair.
b. serviceability and durability.
c. beauty and appeal.
d. history and background.

7. When a salesman strongly criticizes a competitor directly and by name, he most probably:

a. does some damage to his industry's promotion.
b. delights his sales manager.
c. impresses the buyer favorably.
d. amuses the buyer.

8. Mark an outstanding source of information about competitors:

a. other salesmen.
b. news stories.
c. advertising.
d. trade associations.

9. In respect to competition, which of these can a salesman afford to know the least about?

a. his product's superiorities.
b. competitive product's superiorities.
c. how competitive salesmen sell.
d. competitive product's limitations.

10. A salesman's attitude toward competition should reflect:

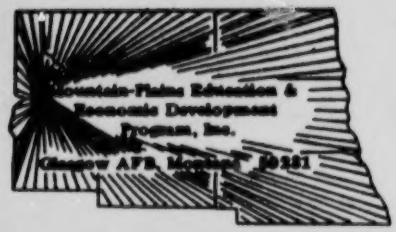
a. disdain.
b. dismay.
c. disinterest.
d. disrespect.

UNIT PRETEST ANSWER KEY: SALES PREPARATION

LAP	
01	1. b
	2. c
	3. c
	4. d
	5. c
03	6. b
	7. a
	8. c
	9. c
	10. c

Student: _____ File Code: 27.09.01.01 A2-2

Date: _____ Date Published: 7/29/74



LAP TEST: CUSTOMER BUYING MOTIVES

1. Which buying motive is likely to be most appealing in selling a handsome leather overnight bag to a young business executive?

   a. labor-saving.
   b. desire for recognition.
   c. desire to save money.
   d. efficiency of operation.

2. Which buying motive is likely to be most appealing to the buyer of a new automatic washing machine?

   a. beauty.
   b. thrift (savings).
   c. labor-saving.
   d. personal prestige.

3. Those motives which induce a prospect to prefer one company over another are called:

   a. product motives.
   b. patronage motives.
   c. rational motives.
   d. emotional motives.

4. When a salesman demonstrates how easy a product is to operate, he is appealing to the basic buying motive of:

   a. gain.
   b. convenience.
   c. pleasure.
   d. curiosity.

5. Which buying motive would likely be most appealing in selling a popular skirt and blouse combination to a high school girl?

   a. comfort.
   b. pride of possession.
   c. desire to imitate.
   d. love of beauty.

6. When the salesman shows his prospect how an automatic washing machine will cut down on her laundry bills and save wear and tear on the family clothing, he is appealing to the basic buying motive of:

   a. social approval.
   b. pleasure.
   c. desire to economize.
   d. convenience.

7. A tire salesman tells a customer that his tires will make the prospect's car safer to ride in because the tires are blowout proof. In this instance the salesman is appealing primarily to the buying motive of:

   a. desire to economize.
   b. gain.
   c. convenience.
   d. self-preservation.

8. All of the following statements about the five basic buying decisions are false except one. Which one is true?

   a. a prospect cannot make the five basic buying decisions without the aid of a salesman.
   b. The prospect must make all of the five basic buying decisions or the sale will not be made.
   c. The five basic buying decisions must be made in the accepted order before a sale can be made.
   d. Most people only make one or two of the five buying decisions before they buy.

9. Which would be classified as an irrational buying motive?

   a. pride in appearance.
   b. comfort.
   c. efficiency in operation.
   d. fear.

10. The first buying decision made by a customer is:

   a. when should I buy?
   b. where should I buy?
   c. why should I buy?
   d. how much should I buy?

LAP TEST ANSWER KEY: CUSTOMER BUYING MOTIVES

1. b
2. b
3. b
4. b
5. c
6. d
7. d
8. b
9. d
10. c

LAP TEST ANSWER KEY: GAINING PRODUCT KNOWLEDGE

1. A
2. D
3. D
4. A
5. D
6. C
7. C
8. C
9. B
10. A

Student: _____ File Code: 27.09.01.03. A2-2

Date: _____ Date Published: 7/30/74

LAP TEST: GAINING PRODUCT KNOWLEDGE

1. The primary reason why a thorough knowledge is important to the salesman is:

   a. it gains the confidence of the prospect.
   b. it gives him the status of an expert.
   c. it helps him carry on a conversation with the prospect.
   d. it gives him the ability to service the product in case of malfunction.

2. Serviceability means:

   a. what type of service is granted in order to maintain the product after it is sold.
   b. how much service is supplied along with the sale of the product.
   c. how economical it is.
   d. how well the product stands up under hard wear.

3. A technique that enables you to translate product facts into selling appeals is called:

   a. sales talk.
   b. a demonstration.
   c. product guarantee.
   d. product analysis.

4. When a salesman strongly criticizes a competitor directly and by name, he most probably :

   a. does some damage to his industry's promotion.
   b. delights his sales manager.
   c. impresses the buyer favorably.
   d. amuses the buyer.

5. When buyers report competitors' barbs to a salesman, he should:

   a. retort with a barb.
   b. appear not to hear.
   c. explain fully why those barbs were hurled.
   d. reflect tolerance and mild amusement.

6. When the buyer calls for a brand comparison, the salesman should:

   a. try to postpone it.
   b. insist the competitive salesman be present.
   c. make it.
   d. refuse it as an unfair practice.

7. In respect to competition, which of these can a salesman afford to know <u>the least</u> about?

   a. his product's superiorities.
   b. competitive product's superiorities.
   c. how competitive salesmen sell.
   d. competitive product's limitations.

8. A salesman's attitude toward competition should reflect:

   a. disdain.
   b. dismay.
   c. disinterest.
   d. disrespect.

9. Which of the following is most likely to be a source of merchandise information for a retail salesman?

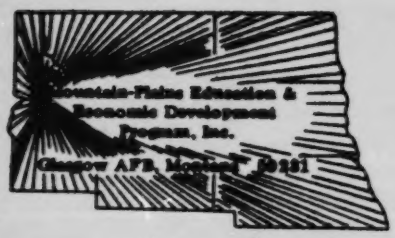
   a. company training programs.
   b. labels and tags.
   c. satisfied customers.
   d. testing laboratories.

10. Mudslinging by competitors is best answered with:

   a. buyer-benefits.
   b. faint praise.
   c. a joke.
   d. equivalent mudslinging.

Student: _____ File Code: 27.09.01.00. B2-2

Date: _____ Date Published: 7/29/74



UNIT POST TEST: SALES PREPARATION

27.09.01.01.

1 Buying motives that lead the prospect to buy industrial goods are known as:

a. primary buying motives.
b. product motives.
c. rational motives.
d. emotional motives.

2. When the stationery salesman tells his prospect, "This new leather briefcase is smart and distinctive--just the thing all the young business executives are getting," he is appealing to the basic buying motive of:

a. pleasure.
b. social approval.
c. variety.
d. gain.

3. A typical patronage motive would be:

a. comfort.
b. fear.
c. store atmosphere.
d. savings in cost.

4. Which buying motive is likely to appeal most to a buyer of an insurance policy?

a. fear of loss of life.
b. desire for good health.
c. love of family.
d. desire to imitate.

5. Which of the following statements is false?

a. Most people implicitly or explicitly make most of the five buying decisions before they buy something.
b. When you have realized your need, you have made the first buying decision as a prospect.
c. A prospect must be aware of a need for the product before he will buy.
d. Most prospects come to the salesman with five buying decisions already made.

27.09.01.03.

6. A good salesman makes his prospect want the product by showing the prospect:

   a. how it works.
   b. the product features.
   c. statistics as to how many use it.
   d. what it will do for him.

7. The salesman who knows the materials of which his product is made is better able to talk about the product's:

   a. care.
   b. various uses.
   c. efficiency of operation.
   d. wearability.

8. When a salesman can show how to take care of a product, he will enable the customer to appreciate the product's:

   a. construction and ease of repair.
   b. serviceability and durability.
   c. beauty and appeal.
   d. history and background.

9. Mark an outstanding source of information about competitor's:

   a. other salesmen.
   b. news stories.
   c. advertising.
   d. trade associations.

10. A competing salesman relies heavily on friendship to hold customers. His control is:

   a. fairly secure.
   b. very secure.
   c. the matter is irrelevant.
   d. insecure.

UNIT POST TEST ANSWER KEY: SALES PREPARATION

LAP

01
1. c
2. b
3. c
4. c
5. d

03
6. d
7. d
8. b
9. a
10. d

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.01.01
Date Published: 3-21-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Customer Buying Motives

OBJECTIVE:

Given a list of selling statement made by a salesperson and a list of common buying motives, select the buying motives to which the salesperson is appealing.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1971.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

PROCEDURE:

1. Obtain a copy of each of the texts, and go to your study area.
2. Read pages 27 through 33 in Basic Salesmanship.
3. Read pages 77 through 107, Chapter 4, "Buying Behavior", in Salesmanship.
4. Answer questions 1 and 2 on page 35 of Basic Salesmanship on a separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Return the texts.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): B. Egan, T. Preston

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.01.02

Date Published: 3-24-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Customer Benefits

OBJECTIVE:

Given a choice of three products, prepare a list of buying motives for each product, and write a possible selling statement for each buying motive relating it to customer benefits.

EVALUATION PROCEDURE:

Evaluation is based on the Performance Test at the end of Unit .02. There is no LAP Test.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

PROCEDURE:

1. Obtain a copy of each of the texts, and go to your study area.
2. Read pages 27 through 33 in Basic Salesmanship and review "Buying Behavior", Chapter 4 in Salesmanship.
3. Read the directions for completing project #3 on page 38 of Basic Salesmanship. Follow the instructions under "Simulated Occupational Experience".
4. Obtain the approval of the instructor for the products you have selected to study in Step 3.
5. Continue with the project.
6. Upon completion of the project, turn in your answer sheets to the instructor. Discuss your answers with the instructor as required.
7. Return the texts.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): B. Egan, T. Preston

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.01.03
Date Published: 3-21-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Gaining Product Knowledge

OBJECTIVE:

Given a choice of three different products, identify the selling features and customer benefits of each product.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.
Product Information Sources (to be selected by the student).
Filmstrip: "Know Your Product," Universal Education and Visual Arts.

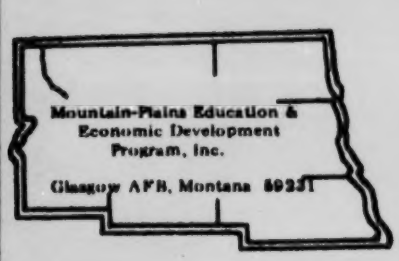
PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Review Filmstrip.
3. Read pages 39 through 46 in Basic Salesmanship.
4. Read pages 153-174, Chapter 8, "Gaining Product Knowledge" in Salesmanship for additional information.
5. Read pages 153-174, Chapter 8, "Gaining Product Knowledge" and "Selling Against Strong Competition" Chapter 15, pages 320-324 in Salesmanship.
6. Obtain the approval of the instructor for the three products you selected to study in Step 4.
7. Continue with the project.
8. Upon completion of the project, turn in your answer sheets to the instructor. Discuss your answers with the instructor as required.
9. Return the texts.
10. Take the LAP test. Correct all errors.
11. If successful, ask instructor for unit test.
12. When successfully completed, proceed to the next unit.

Principal Author(s): T. Preston, B. Egan

File Code: 27.09.02.00.A2-1

Date Published: 9/24/74



Learning Experience Guide

UNIT: THE SELLING PROCESS

RATIONALE:

A detailed working knowledge of the steps involved in making a sale is needed by sales and mid-management personnel so that they will be able to handle each sales situation smoothly and effectively.

PREREQUISITES:

Unit .01 of this course (Sales Preparation).

OBJECTIVE:

Given three products of your choice, compile sales information and preparation materials to be used in each of the four main stages of a typical sale.

RESOURCES:

Basic Salesmanship, John W. Ernest, Gregg Division/McGraw-Hill Book Company, 1969.

Salesmanship, C. A. Kirkpatrick, Southwestern Publishing Company, 1971.

Secrets of Overcoming Sales Resistance, Albert Goldstein, 1969.

Secrets of Closing Sales, Charles B. Roth, 1970.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test.

PERFORMANCE ACTIVITIES:

.01 Opening a Sales Presentation.
.02 Demonstrating the Product.
.03 Obtaining Customer Participation.
.04 Objections and Excuses.
.05 Preparing for Objections.
.06 Techniques of Closing a Sale.

Principal Author(s): T. Preston, B. Egan

EVALUATION PROCEDURE:

Complete an instructor-scored multiple choice test. Successful completion is 80% accuracy. Complete a unit performance test with 100% accuracy.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Student: _____ File Code: 27.09.02.00, A2-2

Date: _____ Date Published: 7/30/74

UNIT PRETEST: THE SELLING PROCESS

27.09.02.01.

1. **Consider the following statements. Which one is true?**

   a. Generally, the sales person should avoid asking any questions in the approach.
   b. The salesman's opening statement should be general and indefinite.
   c. The first twenty-five words you say to the prospect are the most important words in the sales interview.
   d. The first thing that a salesman must do when meeting a customer is try to obtain conviction.

2. A certain salesman is an expert fisherman. The first time he walks into a certain buyer's office, he sees fishing trophies and pictures. What should he do?

   a. let the buyer control the topic of fishing
   b. do not refer to fishing
   c. talk fishing for five minutes
   d. compliment the buyer on his company

3. Which of the following is considered to be a good opener?

   a. narration
   b. whimsy
   c. apology
   d. direct statement

4. In which of the following areas are sales made most often at 7 p.m.?

   a. building materials
   b. auto accessories
   c. machine tools
   d. life insurance

5. A common difficulty on a first-call which must be overcome by the salesman is:

   a. previous annoying experience.
   b. receptivity of the message.
   c. overwillingness to buy on the part of the buyer.
   d. preoccupation.

27.09.02.02.

6. A salesman who steps on a hat to show that it is wrinkle resistant is employing which sales principle?

   a. dramatization
   b. participation
   c. illusion
   d. recognition

7. Buyer participation in a product demonstration is also called:

   a. putting the buyer into the act.
   b. qualifying the prospect.
   c. controlling the interview.
   d. proving the benefits.

8. Which of the following physical senses is most important in selling a fabric, mattress, or typewriter?

   a. touch
   b. smell
   c. hearing
   d. taste

9. Using visual aids-pictures and models-illustrates the demonstration principle of:

   a. making the picture clear.
   b. stressing the key benefit.
   c. letting the prospect participate.
   d. demonstrating the obvious features first.

10. As a technique used by salesman, demonstrating must be classified as:

    a. versatile.
    b. disruptive.
    c. risky.
    d. detrimental.

27.09.02.04.

11. Consider the case below. Which method is the salesman using to offset the objection?
Customer: "I wouldn't have one of your products. They just won't stand up."
Salesman: "Just why do you feel that way, Mr. Prospect?"

    a. boomerang method
    b. superior-point method
    c. question method
    d. explanation method

12. "Mrs. Prospect, let's reconsider what you are getting with this new type of vacuum cleaner. First,you are assured of good dirt pickup.... "This is an example of:

    a. narrowing down the prospect's choice.
    b. the review.
    c. a close by contact.
    d. the narrative close.

13. How do most people usually react concerning ideas that will change their regular habits?

    a. they will be hesitant
    b. they will be indifferent
    c. they will be eager
    d. they will be nonchalant

14. Insincere reasons provided by the prospect to discourage the salesman from making his presentation are:

    a. objectives.
    b. alibis.
    c. axioms.
    d. excuses.

15. Finding a point of agreement with the prospect before answering an objection is known as:

    a. recognizance.
    b. reconciling.
    c. conceding.
    d. negating.

27.09.02.06.

16. "What does it cost" is most likely to be a closing clue under which of the following circumstances?

    a. when asked late in the interview
    b. in industrial selling
    c. when asked by mature buyers
    d. when asked by any buyer

17. The main purpose of the trial close is to:

    a. claim.
    b. stall.
    c. promise.
    d. check.

18. Closing clues can be classified in which of the following categories?

    a. responsive
    b. physical
    c. mental
    d. psychological

19. "If you could decide now, Mr. Prospect, we could let you have the chrome wheel covers with the car, although these are ordinarily considered extras." This is an example of:

    a. the premium close.
    b. offering the customer a choice between something and nothing.
    c. a standing-room-only close.
    d. the last-chance close.

20. If you are turned down by a prospect after making a complete sales presentation, you should:

    a. accept his "no" graciously and leave the way open so that you can call back in the future.
    b. tell the customer that you are disappointed after all the trouble you took with him.
    c. let the customer feel that you do not care, that it is his loss if he is not able to see the advantages in your proposition.
    d. tell the customer that only a person of very low intelligence could fail to see the benefits of your product.

UNIT PRETEST ANSWER KEY: THE SELLING PROCESS

LAP		
01	1.	C
	2.	A
	3.	D
	4.	D
	5.	D
02	6.	A
	7.	A
	8.	A
	9.	C
	10.	A
04	11.	D
	12.	B
	13.	A
	14.	D
	15.	C
06	16.	A
	17.	D
	18.	B
	19.	A
	20.	A

Student: _____ File Code: 27.09.02.01. A2-2

Date: _____ Date Published: 10/19/75

LAP TEST: OPENING A SALES PRESENTATION

1. "Good morning madam. You are looking at the automatic dishwasher that is being featured in Barker Brother's model homes." This is an example of the:

   a. curiosity opener.
   b. reference opener.
   c. exhibit opener.
   d. merchandise approach.

2. Consider the following statements. Which one is true?

   a. It is advisable for the salesman to remain aloof or indifferent at the beginning of the sale so as not to be over familiar with the customer.
   b. The customer likes to be dominated by the salesman since it helps her make up her mind more rapidly.
   c. The approach should get the undivided attention of the prospect.
   d. In general, it is more difficult to sell to a friend than to a stranger.

3. Consider the following statements. Which one is true?

   a. Generally, the sales person should avoid asking any questions in the approach.
   b. The salesman's opening statement should be general and indefinite.
   c. The first twenty-five words you say to the prospect are the most important words in the sales interview.
   d. The first thing that a salesman must do when meeting a customer is try to obtain conviction.

4. When opening most sales calls, the salesman's primary goal is to:

   a. convince the buyer of need.
   b. direct attention to his product.
   c. establish two-way communication.
   d. reassure the buyer.

5. Which of the following is a common type of barrier between salesmen and buyers?

   a. elevator operator
   b. armed guard
   c. secretary
   d. custodian

6. Opening a sales presentation with a brief summary of outstanding product benefits is called:

   a. providing.
   b. avoiding.
   c. headlining.
   d. overwhelming.

7. A salesman enters a buyer's office for the first time. Which of the following is a suitable opener?

   a. get on a first-name basis
   b. joke
   c. question
   d. action

8. In which of the following areas are sales made most often at 7 p.m.?

   a. building materials
   b. auto accessories
   c. machine tools
   d. life insurance

9. A common difficulty on a first-call which must be overcome by the salesman is:

   a. previous annoying experience.
   b. receptivity of the message.
   c. overwillingness to buy on the part of the buyer.
   d. preoccupation.

10. A friendly handshake, a smile, or a sincere compliment are:

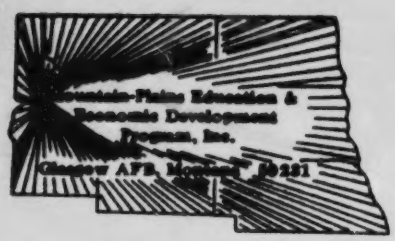
    a. service openers.
    b. signs of need.
    c. social amenities.
    d. sales approaches.

LAP TEST ANSWER KEY: OPENING A SALES PRESENTATION

1. D
2. C
3. C
4. C
5. C
6. C
7. C
8. D
9. D
10. C

Student: _____ File Code: 27.09.02.02. A2-2

Date: _____ Date Published: 7/30/74



LAP TEST: DEMONSTRATING THE PRODUCT

1. A benefit that has a particular appeal for a customer is a:

   a. key benefit.
   b. sales appeal.
   c. selling point.
   d. foremost feature.

2. Which of the following statements regarding sales stories and product demonstrations is true?

   a. both should include price quotation
   b. each are due equal time
   c. each is as effective as the other
   d. both are flexible and should be planned

3. A salesman who steps on a hat to show that it is wrinkle resistant is employing which sales principle?

   a. dramatization
   b. participation
   c. illusion
   d. recognition

4. Buyer participation in a product demonstration is also called:

   a. putting the buyer into the act.
   b. qualifying the prospect.
   c. controlling the interview.
   d. proving the benefits.

5. In product demonstrations the most widely used of the buyer's senses is:

   a. hearing.
   b. smell.
   c. sight.
   d. touch.

6. How would showmanship be viewed in relation to selling?

   a. as a detriment to selling
   b. as a substitute for selling
   c. as a substantiation of selling
   d. as a supplement to selling

7. That part of a sales presentation where the salesman proves that his product will do all that he says it will is called:

   a. the product analysis.
   b. the sales talk.
   c. the close.
   d. the sales demonstration.

8. Which of the following physical senses is most important in selling a fabric, mattress, or typewriter?

   a. touch
   b. smell
   c. hearing
   d. taste

9. When a salesman is demonstrating his product to the buyer, he should appear to be:

   a. explaining.
   b. selling.
   c. dramatizing.
   d. persuading.

10. As a technique used by salesman, demonstrating must be classified as:

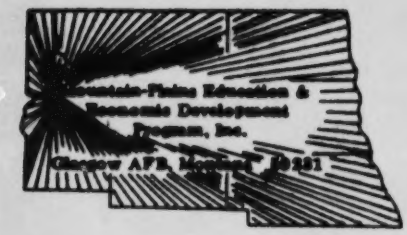
    a. versatile.
    b. disruptive.
    c. risky.
    d. detrimental.

LAP TEST AMSWER KEY: DEMONSTRATING THE PRODUCT

1. A
2. D
3. A
4. A
5. C
6. D
7. D
8. A
9. A
10. A

Student: _____ File Code: 27.09.02.04. A2-2

Date: _____ Date Published: 7/30/74



LAP TEST: OBJECTIONS AND EXCUSES

1. The most troublesome objection is the one not:

   a. voiced.
   b. valid.
   c. relevant.
   d. common.

2. Which of the following is a method commonly used to separate objections from excuses?

   a. two-way
   b. one-track
   c. parallel
   d. circular

3. Which of the following objection-handling methods will provide the greatest help in avoiding a sales argument?

   a. explanation method.
   b. question method.
   c. demonstration method.
   d. third-party method.

4. A buyer tells a salesman "I'll think it over." The salesman's best move is to ask questions based on:

   a. why.
   b. who.
   c. where.
   d. when.

5. Consider the case below. Which method is the salesman using to meet the objection?
   Customer: "Your price is awfully high."
   Salesman: "This is not a low-priced stove, Mrs. Prospect. That's because it has all of these features. Consider the self-cleaning oven...."

   a. "Yes, but" technique
   b. explanation method
   c. boomerang method
   d. superior-point method

48 A

6. Consider the case below. Which method is the salesman using to offset the objection?
Customer: "I wouldn't have one of your products. They just won't stand up."
Salesman: "Just why do you feel that way, Mr. Prospect?"

a. boomerang method
b. superior-point method
c. question method
d. explanation method

7. A good procedure to help anticipate objections is to use:

a. testimonials.
b. a demonstration of the product in use.
c. an objection analysis sheet.
d. questions.

8 . A leading cause of objections is:

a. ignorance.
b. greed.
c. faulty qualification of the prospect.
d. distrust of salesman.

9. **How do most people usually react concerning ideas that will change their regular habits?**

a. they will be hesitant
b. they will be indifferent
c. they will be eager
d. they will be nonchalant

10. Finding a point of agreement with the prospect before answering an objection is known as:

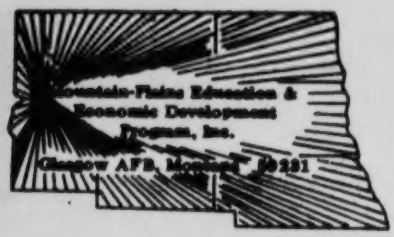
a. recognizance.
b. reconciling.
c. conceding.
d. negating.

LAP TEST ANSWER KEY: OBJECTIONS AND EXCUSES

1. A
2. C
3. D
4. A
5. D
6. D
7. C
8. A
9. A
10. C

Student: _____ File Code: 27.09.02.06. A2-2

Date: _____ Date Published: 7/30/74



LAP TEST: TECHNIQUES FOR CLOSING A SALE

1. When should a close be attempted?

   a. never early in the interview
   b. only at the psychological moment
   c. at any favorable moment
   d. after the entire presentation has been made

2. The most common expectation on the part of the buyers is that the salesman will:

   a. demonstrate the product.
   b. stress economy.
   c. establish need.
   d. ask for the order.

3. "What does it cost" is most likely to be a closing clue under which of the following circumstances?

   a. when asked late in the interview
   b. in industrial selling
   c. when asked by mature buyers
   d. when asked by any buyer

4. Closing clues can be classified in which of the following categories?

   a. responsive
   b. physical
   c. mental
   d. psychological

5. After you have closed a sale, you should:

   a. stay around for a while chatting with your customer.
   b. take leave of your customer quickly and cordially.
   c. warn the customer about your competitors and tell him not to fall for their story.
   d. tell the customer that he can always call you in case he doesn't like the purchase he has just made, and you will take it back.

6. "If you could decide now, Mr. Prospect, we could let you have the chrome wheel covers with the car, although these are ordinarily considered extras." This is an example of:

   a. the premium close.
   b. offering the customer a choice between something and nothing.
   c. a standing-room-only close.
   d. the last-chance close.

7. "I'd like to see you have this 6-foot silver-tip Christmas tree, Mr. Prospect. It just came in. You can see that it's branches are still flat and green. When we put this out on the lot, it will sell in no time at all. Everybody wants them." This is an example of:

   a. the last-chance close.
   b. the premium close.
   c. the standing-room-only close.
   d. suggesting ownership.

8. "Mr. Prospect, what do you say we get started today on that new shipment?" This is an example of:

   a. suggesting ownership.
   b. assuming a close.
   c. asking for the order directly.
   d. the last-chance close.

9. If you are turned down by a prospect after making a complete sales presentation, you should:

   a. accept his "no" graciously and leave the way open so that you can call back in the future.
   b. tell the customer that you are disappointed after all the trouble you took with him.
   c. let the customer feel that you do not care, that it is his loss if he is not able to see the advantages in your proposition.
   d. tell the customer that only a person of very low intelligence could fail to see the benefits of your product.

10. The prospect's decision not to buy is commonly referred to as a:

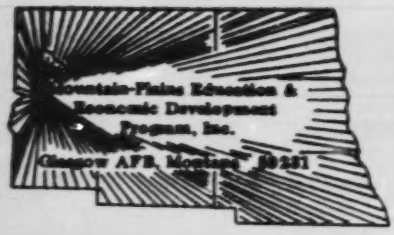
   a. buy-back.
   b. turndown.
   c. disclosure.
   d. close-out.

LAP TEST ANSWER KEY: TECHNIQUES FOR CLOSING A SALE

1. C
2. D
3. A
4. B
5. B
6. A
7. C
8. C
9. A
10. B

Student: _____ File Code: 27.09.02.00, B2-2

Date: _____ Date Published: 10/31/75



UNIT POST TEST: THE SELLING PROCESS

27.09.02.01.

1. "Mr. Jones, how would you like to cut the costs in your shipping department by 25 percent?" This is an example of the:

   a. survey approach.
   b. exhibit approach.
   c. question approach.
   d. merchandise approach.

2. "Good morning, that is our new Sarber open-hearth roaster. It's absolutely smokeless." This opening statement is an example of the:

   a. survey opener.
   b. curiosity opener.
   c. exhibit opening.
   d. merchandise opening.

3. A certain salesman is an expert fisherman. The first time he walks into a certain buyer's office, he sees fishing trophies and pictures. What should he do?

   a. let the buyer control the topic of fishing
   b. do not refer to fishing
   c. talk fishing for five minutes
   d. compliment the buyer on his company

4. Which of the following is considered to be a good opener?

   a. narration
   b. whimsy
   c. apology
   d. direct statement

5. "Here is a carpet that changes color several times a day. Let me explain why." This is an example of what type of opener?

   a. curiosity
   b. question
   c. referred lead
   d. gift

27.09.02.02.

6. A reaction from the customer, an expressed opinion or feeling about something the salesman has said or done is called:

   a. commitment.
   b. recognition.
   c. recognizance.
   d. qualification.

7. A picture, product model, or a chart used in conjunction with a sales presentation is classified as a:

   a. statistical device.
   b. visual aid.
   c. sales implement.
   d. promotional tool.

8. A characteristic of a product that is readily noticeable by most customers is a(n) :

   a. obvious feature.
   b. known commodity.
   c. special selling point.
   d. key feature.

9. When a salesman is demonstrating his product to the buyer, he should appear to be:

   a. explaining.
   b. selling.
   c. dramatizing.
   d. persuading.

10. Using visual aids-pictures and models-illustrates the demonstration principle of:

   a. making the picture clear.
   b. stressing the key benefit.
   c. letting the prospect participate.
   d. demonstrating the obvious features first.

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11. Most salesmen should anticipate that most objections will be to which of the following?

    a. need
    b. price
    c. service
    d. product

12. The first thing that a salesman should do when he gets an objection in his sales presentation is to:

    a. answer briefly.
    b. concede before answering.
    c. listen carefully to the objection.
    d. restate the objection.

13. Consider the case below. Which method is the salesman using to meet the objection?
    Customer: "I don't know. The garment is definitely an old style."
    Salesman: "That may be true, Mr. Prospect, but look at the price of this suit. You are getting a real sharkskin for $25 below the regular price."

    a. question method
    b. boomerang
    c. "Yes but" technique
    d. explanation method

14. "Mrs. Prospect, let's reconsider what you are getting with this new type of vacuum cleaner. First, you are assured of good dirt pickup...."This is an example of:

    a. narrowing down the prospect's choice.
    b. the review.
    c. a close by contact.
    d. the narrative close.

15. Insincere reasons provided by the prospect to discourage the salesman from making his presentation are:

    a. objectives.
    b. alibis.
    c. axioms.
    d. excuses.

27.09.02.06.

16. The main purpose of the trial close is to:

    a. claim.
    b. stall.
    c. promise.
    d. check.

17. When a salesman tells a buyer that prices will go up next week, he is using what type of closing technique?

    a. CMT
    b. emotional
    c. Standing Room Only
    d. direct

18. The first step in building to a natural close is to:

    a. stress the key benefit.
    b. tell a complete story.
    c. get agreement.
    d. watch for buying signals.

19. "If your boss will pay half the cost of this course, then you'll go ahead?" This is an example of what type of close?

    a. assumed.
    b. emotional
    c. Standing Room Only
    d. single obstacle

20. "I would suggest that you get these tires now, Mr. Prospect, because next week rubber will be on the government's strategic materials list." This is an example of:

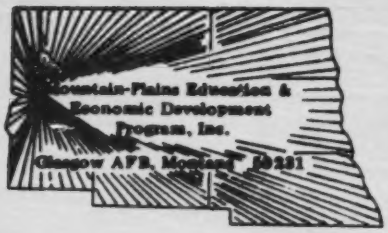
    a. the standing-room-only close.
    b. the conditioning close.
    c. suggesting ownership.
    d. the last-chance close.

UNIT POST TEST ANSWER KEY: THE SELLING PROCESS

LAP		
01	1.	C
	2.	D
	3.	A
	4.	D
	5.	A
02	6.	A
	7.	B
	8.	A
	9.	A
	10.	C
04	11.	B
	12.	C
	13.	C
	14.	B
	15.	D
06	16.	D
	17.	C
	18.	B
	19.	D
	20.	D

Student: _____ File Code: 27.09.02.00.A1-5

Date: _____ Date Published: 11/15/74



Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: THE SELLING PROCESS

OBJECTIVE:

The student will be able to give a sales presentation to a customer in any kind of location according to the attached checklist.

TASK:

The student will be asked to give a sales presentation to one or more people at a type of location to be determined at the time the test is administered.

ASSIGNMENT:

CONDITIONS:

The student may not use any references. He may not receive any help from the instructor or other students. The student must use only the resources provided. The student may not use the "May I help you" approach. The merchandise to be sold may be selected by the student or the instructor. The people playing the customer role(s) will be given a prepared part to play. The student will be given two hours to prepare his presentation.

RESOURCES:

Designated merchandise
People to take the role of customer(s)
Cash Register
Charge slip, credit card machine
Personal check

Student: _____ File Code: 27.09.02.00.A1-5

Date: _____ Date Published: 11/15/74

Family Pay Number: _____ Sex: M F (Circle 1)

PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

	CRITERION Met	Not Met
Objective:		
1. The student will approach the customer using an opening		
statement.		
Criterion: The student will use one of the following openers		
as described in "Basic Salesmanship" by John W.		
Ernest, Chapter 5.		
a. Question opener		
b. Curiosity opener		
c. Special interest opener		
d. Gift opener		
e. Survey opener		
f. Service opener		
g. Referred lead opener		
h. Exhibit opener		
i. Merchandise opener		

(Checklist continued)

	CRITERION Met	Not Met
2. Student will try to appeal to one of the customer's five		
senses.		
Criterion: Student will use one of the following five senses		
as described in "Basic Salesmanship", by John W.		
Ernest, Chapter 5.		
a. touch		
b. Taste		
c. smell		
d. sight		
e. hearing		
3. Student displays product knowledge.		
Criterion: Keys discussion of product to customer motivation,		
wants, and needs.		
4. Student will demonstrate product.		
Criterion: Student must base the demonstration on prospect		
benefits. Student must have prospect participate.		
5. Student will handle customer objections.		
Criterion: Student will use at least three techniques as		
discussed in "Basic Salesmanship", by John W.		
Ernest, Chapter 7. The following techniques may		

	CRITERION Met	Not Met
be used:		
a. Superior point method		
b. Third-party method		
c. Explanation method		
d. Demonstration method		
e. Boomerang method		
f. Question method		
g. Direct denial method		
6. Student will close the sale.		
Criterion: Student uses techniques as given in "Basic Sales-		
manship", by John W. Ernest in Chapter 8. The		
student will use one of the following techniques:		
a. Asking for the order directly.		
b. Reviewing selling points.		
c. Contrasting advantages and disadvantages.		
d. Assuming a close.		
e. Offering a choice.		
f. Suggesting ownership.		
g. Premium close.		
h. Last-chance close.		

	CRITERION Met	Not Met
i. Standing-room-only close.		
j. Narrative close.		
k. Narrowing the choice.		
l. Conditioned close.		
7. Student will ring up sale or write up sale.		
Criterion: Student will use correct procedure for ringing		
up sale or writing up sale.		
8. Student makes post-sale reinforcement.		
Criterion: Student will assure customer of "wise buy" and		
take leave of customer quickly and cordially.		
The student must satisfactorily complete 7/8 line items to		
receive an overall score of satisfactory.		

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.02.01
Date Published: 3-21-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Opening a Sales Presentation

OBJECTIVE:

Given a choice of three products, write five sales approaches for each product.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.
Product Analysis Sheet (previously prepared).

PROCEDURE:

1. Obtain a copy of each test.
2. Obtain a copy of the "Product Analysis Sheets" previously prepared from the student file.
3. Read pages 53 through 60 in Basic Salesmanship.
4. Read Chapter 14, "Securing and Opening the Sales Interview" pages 278-295, in Salesmanship.
5. Read the instructions for completing Project 6 on page 66 in Basic Salesmanship. Follow the instructions listed under "Simulated Occupational Experience".
6. Use the sample worksheet shown on page 66 of Basic Salesmanship as a guide in completing your own Sales Approach Worksheet. Use separate sheets of paper in completing the worksheet.
7. Upon completion of Step 6, turn in your Sales Approach Worksheets and Project Analysis Sheets to the instructor.
8. Return the texts.
9. Take the LAP test. Correct all errors.
10. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.02.02
Date Published: 3-21-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Demonstrating the Product

OBJECTIVE:

Given a choice of three products, prepare a sales demonstration sheet for each product.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.
Product Analysis Sheet (previously prepared).

PROCEDURE:

1. Obtain a copy of each text, and the Product Analysis Sheets which were completed in a previous LAP from the student file.
2. Read pages 67 through 75 in Basic Salesmanship.
3. Read Chapter 16, "Demonstrating the Product" pages 328-341 in Salesmanship for additional information.
4. Read the instructions for completing Project #7 on pages 79 and 80 in Basic Salesmanship.
5. Use the "Sales Demonstration Sheet" format shown on page 80 as a guide in writing your own Sales Demonstration Sheets. Use separate sheets of paper in completing your Sales Demonstration Sheets.
6. Upon completion of Step 5, turn in your Sales Demonstration Sheets and Project Analysis Sheets to the instructor.
7. Return the texts.
8. Take the LAP test. Correct all errors.
9. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Obtaining Customer Participation

OBJECTIVE:

Give a list of four products, list three ways for each product by which a salesperson might obtain customer participation in the sales demonstration.

EVALUATION PROCEDURE:

There is no LAP test. Evaluation will be based on the performance test at the end of the unit.

RESOURCES:

Basic Salesmanship, Ernest, 1969.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review pages 67 through 75.
3. Answer Parts A, B, C, and D in question 7, on page 77 on a separate sheet of paper.
4. Turn in your answer sheet to the instructor.
5. Return the text.
6. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.02.04
Date Published: 3-21-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Objectives and Excuses

OBJECTIVE:

Given a list of seven sales situations involving customer objections, and a salesperson's answer to each objection, identify which of the seven most common methods of handling objections was used to overcome each objection.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

PROCEDURES:

1. Obtain a copy of each text and go to your study area.
2. Read pages 81 through 89 in Basic Salesmanship.
3. Read pages 298 through 320 in Salesmanship for additional information.
4. Answer parts A through G in question 7 on page 91 in Basic Salesmanship on a separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Read Chapter 17, "Answering Objections", pages 346-371 in Salesmanship for additional information.
7. Take the LAP test. Correct all errors.
8. Return the texts.
9. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.02.05

Date Published: 3-24-75

Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Preparing for Objections

OBJECTIVE:

Given a choice of three products, identify possible objections for each product and an answer for each objection.

EVALUATION PROCEDURE:

There is no LAP test. Evaluation will be based on the performance test at the end of the unit.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Review pages 81 through 89 in Basic Salesmanship, and Chapter 17, "Answering Objections", pages 346-371 in Salesmanship.
3. Read the instructions for completing Project 8 on page 94 in Basic Salesmanship.
4. Prepare an Objection Analysis Sheet for each of the three products which have previously been selected. Follow the Objection Analysis Sheet shown on page 94 as a guide for your own Objection Analysis Sheet. Use separate sheets of paper to complete your Objection Analysis Sheet.
5. Turn in your Objection Analysis Sheets to the instructor.
6. Return the texts.
7. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.02.06
Date Published: 3-21-75
Revised: 12-08-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Techniques for Closing a Sale

OBJECTIVE:

Given a chioce of a product and a choice of any nine of the twelve most common methods of closing a sale, write a closing statement for each of the nine methods chosen.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.
Secrets of Closing Sales, Charles B. Roth, 1970.

PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 95 through 104 in Basic Salesmanship.
3. Read Chapter 18, "Closing the Sale" on pages 376-395 in Salesmanship.
4. On a separate sheet of paper, list one of the three products which you have used for the previous projects in this unit.
5. On the same sheet of paper used in Step 4, list any nine of the twelve common methods of closing a sale as listed in Basic Salesmanship. Then write a closing statement using each of the nine methods chosen.
6. Turn in your answer sheets to the instructor and discuss your answers as needed.
7. Return the text.
8. Take the LAP test. Correct all errors.
9. If successful, ask instructor for unit test. After completion, ask the instructor for the performance test.
10. When this LAP is successfully completed, proceed to the next unit.

Principal Author(s): T. Preston, B. Egan

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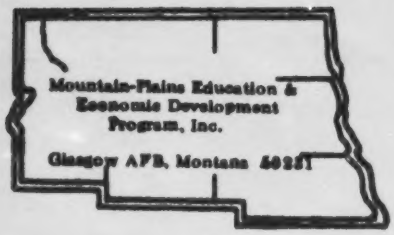
Date Published: 4-15-75
Revised: 12-08-78



Learning Experience Guide

UNIT: SPECIAL SELLING TECHNIQUES

RATIONALE:

An understanding of the specialized techniques used in retail and wholesale selling will help you increase your versatility and flexibility as a salesperson.

PREREQUISITES:

Unit .02 of this course (The Selling Process).

OBJECTIVE:

Given a list of retail and wholesale situations, determine the best sales approach or sales strategy to use in each situation. In a role-playing situation, demonstrate selling to either a wholesale or retail establishment.

RESOURCES:

Creative Selling, John W. Ernest, Gregg Division/McGraw-Hill Book Company, 1971.
Salesmanship, C.A. Kirkpatrick, South-Western Publishing Company, 1976 -- 6th Edition.

Equipment: Cash register.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test.

PERFORMANCE ACTIVITIES:

.01 Prospecting for Customers.
.02 Retail Selling.
.03 Industrial and Wholesale Selling.

EVALUATION PROCEDURE:

Complete an instructor-scored multiple choice test. Successful completion is 80% accuracy. Complete a unit performance test according to the criteria on the test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): T. Preston, B. Egan

27.09.03.02.

6. If a customer objects to something, the salesperson should treat it:

   a. as if he or she never heard it.
   b. lightly.
   c. seriously.
   d. jokingly.

7. No attempt should be made to obtain a decision until the customer has overcome all:

   a. buying signals.
   b. sales resistance.
   c. uncertainty.
   d. suggestive selling techniques.

8. When a store is out of stock of an item requested, the salesperson may employ which type of an approach?

   a, friendly approach
   b. suggestive selling
   c. excuse
   d. substitution

9. Special occasions, such as Mother's Day, offers an opportunity for the salesman to use:

   a. new stock.
   b. substitution selling.
   c. big ticket items.
   d. suggestive selling.

10. The process of attempting to interest the customer in higher-priced, higher-quality merchandise is:

   a. substitution.
   b. big-ticket items.
   c. suggestive selling.
   d. trading up.

27.09.03.03.

11. When a creative salesman is giving a presentation to a customer on his product he concentrates on it's:

    a. benefits.
    b. costs.
    c. weak points.
    d. markup.

12. When a customer is satisfied with a product, he is perhaps the best salesman. This is a basis for the use of:

    a. demonstrations.
    b. testimonials.
    c. benefits.
    d. technical information.

13. If there is a legitimate reason why the prospective buyer should act immediately, the salesman can make good use of which technique?

    a. merchandise approach.
    b. pressure technique
    c. suggestive selling
    d. act now

14. A wholesaler usually sells to:

    a. customers who walk in off the street.
    b. a retailer.
    c. other wholesalers.
    d. warehouse operators.

15. A wholesaler usually acquires his merchandise from:

    a. a variety of manufacturers.
    b. one manufacturer only.
    c. retailers.
    d. anyone who has merchandise for sale at the "right" price.

UNIT PRETEST ANSWER KEY: SPECIAL SELLING TECHNIQUES

LAP		
01	1.	B
	2.	D
	3.	A
	4.	C
	5.	C
02	6.	C
	7.	B
	8.	D
	9.	D
	10.	D
03	11.	A
	12.	B
	13.	D
	14.	B
	15.	A

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Date Published: 3-21-75
Revised: 12-08-78

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Prospecting for Customers

OBJECTIVE:

Given a choice of a product, develop a list of sources of qualified prospects for the products.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Creative Selling, Ernest, 1971.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

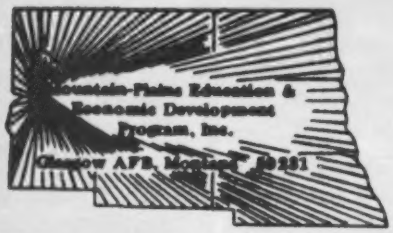
PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 77 through 85 in Creative Selling.
3. Read Chapter 12, "Prospecting for Customers", pages 233-247 in Salesmanship.
4. Complete questions in Creative Selling on pages 80, 83, and 86, "Learning Process". Cover up questions on the right side prior to doing questions.
5. Look over questions on pages 86 through 90. Complete Project #7, on page 90. Use a separate sheet of paper for your answers.
6. Turn in the project answer sheet to the instructor.
7. Return the texts.
8. Take the LAP test. Correct all errors.
9. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.03.01.A2-2

Date: _____ Date Published: 7/30/74



LAP TEST: PROSPECTING FOR CUSTOMERS

1. Leads resulting from the endless-chain method or techniques are known as:

   a. referred.
   b. cold.
   c. sales - associated method.
   d. new customer leads.

2. A salesman who cultivates the friendship or respect of important people in his territory is using a system called:

   a. endless-chain.
   b. center-of-influence.
   c. sales-associate.
   d. referred.

3. The difference between a creative salesman and a mediocre salesman is that the creative salesman, after finding the names of potential customers:

   a. finds out who their influential friends are.
   b. finds out what their hobbies are.
   c. finds out how much money they have.
   d. finds out as much as possible about them.

4. Before a salesman starts out to find prospects, he should:

   a. have a clear idea in his mind about the kind of customers his product might interest.
   b. know his own liabilities.
   c. know his own assets.
   d. know how to find them.

5. Bringing a large number of people together at one time for a deomonstration or talk involving the salesman's product is known as:

   a. list brokers.
   b. endless-chain.
   c. center-of-influence.
   d. group prospecting.

6. Companies that prepare and sell mailing lists are called:

   a. referred leads.
   b. group prospecting.
   c. list brokers.
   d. sales-associated method.

7. Calling on people without qualifying them individually as prospects is referred to as:

   a. prospective prospects.
   b. referred leads.
   c. cold canvassing.
   d. group prospecting.

8. The best prospect for a product is a customer who has a:

   a. corporation which is well established.
   b. financial backing.
   c. need for it.
   d. center of influence.

9. When a sale of a product may involve the interests of more than one person, the salesman should find out:

   a. who is the easiest persuader.
   b. center of influence.
   c. who is the president.
   d. who has the authority to buy.

10. If an insurance salesman were seeking prospects, he would be more likely to find prospects among:

   a. young ladies.
   b. older men.
   c. young men.
   d. people with uncertain income.

LAP TEST ANSWER KEY: PROSPECTING FOR CUSTOMERS

1. a
2. b
3. d
4. a
5. d
6. c
7. c
8. c
9. d
10. c

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Retail Selling

OBJECTIVE:

Given a list of terms related to retail selling, define or describe each term; and given a list of retail sales situations, determine the best sales approach to use in each situation.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Creative Selling, Ernest, 1971.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

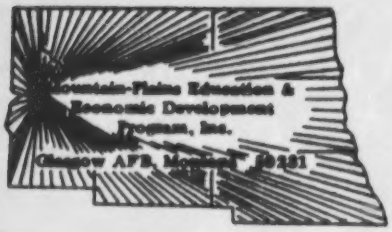
PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 31 through 42 in Creative Selling.
3. Read Chapter 22, "Retail Selling", pages 482-505 in Salesmanship.
4. Answer questions 1 through 10 under "Talking Business" on page 43 of Creative Selling. Also, answer questions 1, 2, and 4 under "Sharpen Your Outlook" on page 43 and 44 of Creative Selling. Answer all questions on a separate sheet of paper. Do questions on pages 35, 39, and 42, "Learning Pacers". Cover up answers on the right prior to doing the questions.
5. Turn in your answer sheet to the instructor.
6. Return the texts.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.03.02.A2-2

Date: _____ Date Published: 12/31/75



LAP TEST: RETAIL SELLING

1. A salesperson can help choose what merchandise to show when he determines a customer's:

   a. dress size.
   b. wealth.
   c. weight and height.
   d. needs.

2. One of the best ways to determine a customer's needs is simply to:

   a. use suggestive selling.
   b. listen.
   c. ask questions.
   d. show the customer the merchandise.

3. "That shirt you are looking at is imported from Sweden", is a typical example of:

   a. quantitative selling.
   b. suggestive selling.
   c. big ticket items.
   d. the merchandise approach.

4. "May I help you" is an example of:

   a. suggestive selling.
   b. a service approach.
   c. a merchandise approach.
   d. cold canvassing

5. If a customer objects to something, the salesperson should treat it:

   a. as if he or she never heard it.
   b. lightly.
   c. seriously.
   d. jokingly.

6. No attempt should be made to obtain a decision until the salesperson has overcome all:

   a. buying signals.
   b. sales resistance.
   b. uncertainty.
   d. suggestive selling techniques.

7. When a store is out of stock of an item requested, the salesperson may employ which type of an approach?

   a. Friendly approach
   b. Suggestive selling
   c. Excuse
   d. Substitution

8. Customers who are not aware of store adverting should be notified of any:

   a. specials.
   b. markups.
   c. big ticket items.
   d. substitutions.

9. Special occasions, such as Mothers Day, offers an opportunity for the salesman to use:

   a. new stock.
   b. substitution selling.
   c. big ticket items.
   d. suggestive selling.

10. An effort to convince the customer to buy an article other than the one that most interests the customer is:

    a. substitution.
    b. suggestive selling.
    c. trading up.
    d. trading down.

LAP TEST ANSWER KEY: RETAIL SELLING

1. d
2. b
3. d
4. b
5. c
6. b
7. d
8. a
9. d
10. a

Mountain-Plains Education & Economic Development Program, Inc.
Havre, Montana 59501

File Code: 27.09.03.03

Date Published: 3-21-75

Revised: 12-11-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Industrial and Wholesale Selling

OBJECTIVE:

Given a list of terms related to industrial and wholesale selling, identify or define each term; and given a list of industrial and wholesale sales situations, determine the proper sales strategy to use in each situation.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Creative Selling, Ernest, 1971.
Salesmanship, Kirkpatrick, 1976 - 6th Edition.

PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 47 through 55 in Creative Selling.
3. Read Chapter 21 "Industrial Selling", page 459-475 in Salesmanship.
4. Answer questions 1 through 7 under "Talking Business" on page 56 of Creative Selling, and questions 1, 2, 4, and 6 under "Sharpen Your Outlook" on pages 56, 57, and 58 of Creative Selling. Answer all questions on a separate sheet of paper. Answer questions in Learning Pacers on pages 51, 53, and 56. Cover the answers on the right prior to answering questions.
5. Turn in your answer sheet to the instructor.
6. Return the texts.
7. Take the LAP test. Correct all errors.
8. If successful, ask instructor for unit test. After completion, ask instructor for unit performance test.
9. When this LAP is successfully completed, continue to the next unit.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.03.03,A2-2

Date: _____ Date Published: 7/30/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: INDUSTRIAL AND WHOLESALE SELLING

1. An industrial buyer is usually interested in equipment that will bring about a decrease in the cost of:

   a. testimonials.
   b. turnover.
   c. markups.
   d. operation.

2. An industrial buyer is interested in his company's products and finding ways of:

   a. writing up orders.
   b. demonstrating them.
   c. improving them.
   d. dramatizing them.

3. The difference between the retailer's cost for merchandise and the price at which he resells it is called the:

   a. operation costs.
   b. turnover.
   c. testimonial.
   d. markup.

4. The number of times that the average amount of stock is sold during a given period of time is referred to as:

   a. turnover.
   b. markup.
   c. trial closes.
   d. dramatization.

5. When a creative salesman is giving a presentation to a customer on his product he concentrates on its:

   a. benefits.
   b. costs.
   c. weak points.
   d. markup.

6. A dramatization of the product in use is known as a:

   a. demonstration.
   b. overall.
   c. buildup.
   d. testimonial.

7. When a customer is satisfied with a product, he is perhaps the best salesman. This is a basis for the use of:

   a. demonstrations.
   b. testimonials.
   c. benefits.
   d. technical information.

8. If there is a legitimate reason why the prospective buyer should act immediately, the salesman can make good use of which technique?

   a. Merchandise approach
   b. Pressure technique
   c. Suggestive selling
   d. Act now

9. A wholesaler usually sells to:

   a. customers who walk in off the street.
   b. retailers.
   c. other wholesalers.
   d. warehouse operators.

10. A wholesaler usually acquires his merchandise from:

   a. a variety of manufacturers.
   b. one manufacturer only.
   c. retailers.
   d. anyone who has merchandise for sale at the "right" price.

LAP TEST ANSWER KEY: INDUSTRIAL AND WHOLESALE SELLING

1. d
2. c
3. d
4. a
5. a
6. a
7. b
8. d
9. b
10. a

Student: _____ File Code: 27.09.03.00,B2-2

Date: _____ Date Published: 7/30/74

UNIT POST TEST: SPECIAL SELLING TECHNIQUES

27.09.03.01

1. The process of finding and developing new customers is called:

   a. prospecting.
   b. seeking.
   c. looking.
   d. contemplating.

2. In order to know who his ideal prospects are, the salesman must first make a thorough study of his:

   a. capabilities.
   b. product.
   c. liabilities.
   d. assets.

3. Prospects who are discovered because they have sent in a coupon have been located by means of:

   a. advertising.
   b. referred leads.
   c. cold canvasing.
   d. list brokers.

4. A person who may meet all of the qualifications that make him a logical prospect may still have to be ruled out if he is not:

   a. accessible to the salesman.
   b. financially situated.
   c. the owner of a company.
   d. center-of-influence in a company.

5. The process of finding new customers by personal observation is done by:

   a. advertising.
   b. someone telling you about them.
   c. keeping your eyes and ears open.
   d. referred leads.

27.09.03.02

6. The activities a store performs to attract customers means little unless the store's customers are given proper treatment by:

   a. the other customers.
   b. the sales people.
   c. other stores.
   d. the manager.

7. If there is a wide variation in price among certain items in a line of merchandise, it usually is best to show which of the following priced items first?

   a. High
   b. Low
   c. Medium
   d. High and Low

8. When a salesperson calls a customer's attention to some additional needs he may have, the salesperson is using:

   a. suggestive selling.
   b. substitutions.
   c. trading up.
   d. buying signals.

9. An effort to convince the customer to buy an article other than the one that most interests the customer is:

   a. substitution.
   b. suggestive selling.
   c. trading up.
   d. trading down.

10. The process of attempting to interest the customer in higher-priced, higher-quality merchandise is:

    a. substitution.
    b. big-ticket items.
    c. suggestive selling.
    d. trading up.

27.09.03.03

11. An industrial buyer is interested in his company's products and finding ways of:

    a. writing up orders.
    b. demonstrating them.
    c. improving them.
    d. dramatizing them.

UNIT POST TEST ANSWER KEY: SPECIAL SELLING TECHNIQUES

LAP 01

1. a
2. b
3. a
4. a
5. c

LAP 02

6. b
7. c
8. a
9. a
10. d

LAP 03

11. c
12. d
13. a
14. a
15. b

Student: _____ File Code: 27.09.03.00.A1-5

Date: _____ Date Published: 11/14/74

Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: SPECIAL SELLING TECHNIQUES

OBJECTIVE:

Give a sales presentation to industrial, wholesale or retail prospects according to the attached checklist.

TASK:

The student will be asked to give a sales presentation to one or more people at a simulated type of location to be determined at the time the test is administered. The location will be selected from the following: industrial, wholesale, and retail.

ASSIGNMENT:

CONDITIONS:

The student may not use any references. He may not receive any help from the instructor or other students. The student must use only the resources provided and the merchandise to be sold may be selected by the student or the instructor. The people playing the customer role will be given a prepared part to play. The student will be given two hours to prepare his presentation.

RESOURCES:

Designated merchandise
People to take the role of customer
Purchases order
Visual aids

Student: _____ File Code: 27.09.03.00.A1-5

Date: _____ Date Published: 11/14/74

Famuly Pay Number: _____ Sex: M F (Circle 1)

PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

	CRITERION Met	Not Met
Objective:		
1. The student will approach the customer using an opening		
statement.		
Criterion: The student will use one of the following openers as described in		
"Basic Salesmanship" by John W. Ernest, Chapter 5.		
a. Question opener.		
b. Curiosity opener.		
c. Special interest opener.		
d. Gift opener.		
e. Survey opener.		
f. Service opener.		
g. Referred lead opener.		
h. Exhibit opener.		
i. Mechandise opener.		
2. Student will try to appeal to one of the customer's		

	CRITERION Met	Not Met
five senses.		
Criterion: Student will use one of the following five senses		
as described in "Basic Salesmanship", by John W.		
Ernest, Chapter 5.		
a. Touch		
b. taste		
c. Smell		
d. Sight		
e. Hearing		
3. Student displays product knowledge.		
Criterion: Keys discussion of product to customer motivation,		
needs and wants.		
4. Student will demonstrate product.		
Criterion: Student must base the demonstration or prospect		
benefits. Student must have prospect participate.		
5. Student will handle customer objections.		
Criterion: Student will use at least 3 techniques as dis-		
cussed in "Basic Salesmanship" by John W. Ernest		
in Chapter 7. The following techniques may be		
used:		

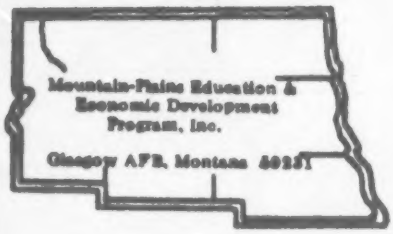
	CRITERION Met	Not Met
a. Superior point method		
b. Third-party method		
c. Explanation method		
d. Demonstration method		
e. Boomerang method		
f. Question method		
g. Direct denial method		
6. Student will close the sale.		
Criterion: Student use techniques as given in "Basic Salesmanship"		
by John W. Ernest, Chapter 8. The student will		
use one of the following techniques:		
a. Asking for the order directly.		
b. Reviewing selling points.		
c. Contrasting advantages and disadvantages.		
d. Assuming a close.		
e. Offering a choice.		
f. Suggesting ownership.		
g. Premium close.		
h. Last-chance close.		
i. Standing-room-only close.		

	CRITERION Met	Not Met
j. Narrative close.		
k. Narrowing the choice.		
l. Conditioned close.		
7. Student will ring up sale or write up sale.		
Criterion: Student will use correct procedure for ringing up		
sale or writing up sale.		
8. Student makes post-sale reinforcement.		
Criterion: Student will assure customer of "wise buy" and		
take leave of customer quickly and cordially.		
The student must satisfactorily complete 7/8 line items to		
receive an overall score of satisfactory.		

File Code: 27.09.04.00

Date Published: 9-25-74

Revised: 12-11-78



Learning Experience Guide

UNIT: SALES MANAGEMENT

RATIONALE:

An understanding of self-management and evaluation techniques will help you to continually improve your own sales performance, as well as the sales performance of other salesmen in your business.

PREREQUISITES:

Unit .03 of this course (Special Selling Techniques).

OBJECTIVE:

Given a retail or wholesale sales situation, identify the methods which might be used in evaluating and improving a sales person's sales performance.

RESOURCES:

Basic Salesmanship, John W. Ernest, Gregg Division/McGraw-Hill Book Company, 1969.
Creative Selling, John W. Ernest, Gregg Division/McGraw Hill Book Company, 1971.
Salesmanship, C.A. Kirkpatrick, Southwestern Publishing Company, 1976 -- 6th Edition.

GENERAL INFORMATION:

Complete all performance activities in this unit. Take the unit test.

PERFORMANCE ACTIVITIES:

.01 Self-Management.
.02 Evaluating Sales Performance.
.03 Building Repeat Sales.

EVALUATION PROCEDURE:

Complete an instructor-scored multiple choice test. Complete a unit performance test with 100% accuracy.

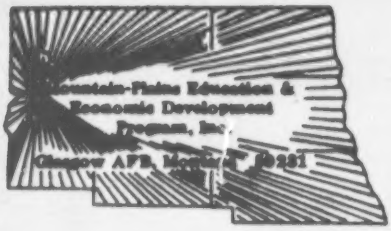
FOLLOW-THROUGH:

Upon completion of this unit, contact the instructor for information regarding further study.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.04.00.A2-2

Date: _____ Date Published: 7/30/74



UNIT PRETEST: SALES MANAGEMENT

27.09.04.01

1. A schedule that shows where the salesman is to go, is called a/an:

   a. itinerary.
   b. activity schedule.
   c. back-up list.
   d. prospect list.

2. If a salesman finds he has an unexpected amount of free time and wants to use it profitably, he would:

   a. consult his back-up list.
   b. itinerary.
   c. activity list.
   d. prospect list.

3. A file in which a salesman keeps a record of people who may once a day qualify as customers is called a:

   a. activity list.
   b. tickler file.
   c. customer file.
   d. prospect.

4. A salesman can follow-up on a customer at the proper time if he maintains a:

   a. prospect file.
   b. tickler file.
   c. customer file.
   d. back-up list.

5. A chronological outline of what work is to be done and when it is to be done is called a(n):

   a. activity schedule.
   b. itinerary.
   c. customer file.
   d. back-up lists.

27.09.04.02

6. Danger for many a salesman lies in favoring established customers and neglecting:

   a. his boss.
   b. his prospects.
   c. his home life.
   d. his working time.

7. The average number of businesses contacted by a salesman in a working day, make up what is referred to as his:

   a. inventory list.
   b. prospect list.
   c. calls per day average.
   d. quota.

8. A compensation plan that offers the salesman a fixed wage at established intervals is a:

   a. straight commission.
   b. motive.
   c. qualitative standard.
   d. straight salary.

9. If a salesman is paid a certain percentage of each sale he makes and receives no other compensation, which plan is being used?

   a. straight commission
   b. straight salary
   c. incentive plan
   d. motive plan

10. Criteria established by the measurement of tangible factors, such as sales factors, is:

   a. personal standards.
   b. qualitative standards.
   c. quantitative standards.
   d. call report.

27.09.04.03

11. Dale Carnegie said that the big secret of successful selling is to find out the other person's:

   a. weaknesses.
   b. interests.
   c. investments.
   d. strengths.

27.09.04.03 (continued)

12. The salesman who expects success and does not think about the possibility of defeat has:

    a. personal standards.
    b. tact.
    c. constructive imagination.
    d. self-confidence.

13. A salesman who is able to foresee sales problems and solutions is said to have:

    a. constructive imagination.
    b. tact.
    c. self-confidence.
    d. self-assertiveness.

14. A salesman will find that customers will not come back to him for repeat sales if he does not have high:

    a. consideration.
    b. ethical standards.
    c. self-confidence.
    d. constructive imagination.

15. The procedure of developing a good personality by concentrating on a few traits for a definite period of time was followed by:

    a. Joseph Stalin.
    b. Jake Tennan.
    c. Benjamin Franklin.
    d. George Washington.

UNIT PRETEST ANSWER KEY: SALES MANAGEMENT

LAP 01

1. a
2. a
3. d
4. b
5. a

LAP 02

6. b
7. c
8. d
9. a
10. c

LAP 03

11. b
12. d
13. a
14. b
15. c

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File Code: 27.09.04.01
Date Published: 3-21-75
Revised: 12-11-78

Learning Activity Package

Student: _____

Date: _____

e-39

PERFORMANCE ACTIVITY: Self-Management

OBJECTIVE:

Given a list of sales situations involving wasted sales time, write a recommendation for eliminating or reducing the wasted time.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Creative Salesmanship, Ernest, 1971.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 93 through 101 in Creative Salesmanship.
3. Read Chapter 20, "Self-Management" pages 431-453 in Salesmanship.
4. In Creative Selling answer question 2 under "Sharpen Your Outlook" on page 102 and parts A, B, C, and D on page 103 on a separate sheet of paper. Answer questions on pages 95, 96, 98, 101, and 102, "Learning Pacers", (Cover the answers on the right prior to answering the questions).
5. Turn in your answer sheet to the instructor.
6. Return the texts.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.04.01.A2-2

Date: _____ Date Published: 7/30/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: SELF MANAGEMENT

1. An employee who is like a man who is in business for himself is:

   a. a desk salesman.
   b. an indoor salesman.
   c. an outside salesman.
   d. a mediocre salesman.

2. A person who works without supervision must learn to:

   a. budget his time.
   b. be himself.
   c. be more aggressive.
   d. be compliant.

3. The successful management of time involves the ability to:

   a. plan ahead.
   b. sell fast.
   c. be aggressive.
   d. be compliant.

4. Salesmen who are on overnight trips frequently prepare an active schedule by the:

   a. month.
   b. day.
   c. week.
   d. hour.

5. A schedule that shows where the salesman is to go, is called a/an:

   a. itinerary.
   b. activity schedule.
   c. back-up list.
   d. prospect list.

6. If a salesman finds he has an unexpected amount of free time and wants to use it profitably, he would:

   a. consult his back-up list.
   b. itinerary.
   c. activity list.
   d. prospect list.

7. What would an efficient salesman do with his notes if he took any while he was out on calls?

   a. Throw them away after he is done with them.
   b. File them at his house.
   c. Put them in his car for ease of accessibility.
   d. Transfer them to a permanent record at his office.

8. A file in which a salesman keeps a record of people who may once a day qualify as customers is called a:

   a. activity list.
   b. tickler file.
   c. customer file.
   d. prospect.

9. A salesman can follow-up on a customer at the proper time if he maintains a:

   a. prospect file.
   b. tickler file.
   c. customer file.
   d. back-up list.

10. A chronological outline of what work is to be done and when it is to be done is called a(n):

    a. activity schedule.
    b. itinerary.
    c. customer file.
    d. back-up lists.

LAP TEST ANSWER KEY: SELF MANAGEMENT

1. c
2. a
3. a
4. b
5. a
6. a
7. d
8. d
9. b
10. a

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.04.02

Date Published: 3-21-75
Revised: 12-11-78

Learning Activity Package

Student: _____

Date: _____

e-7P

PERFORMANCE ACTIVITY: Evaluating Sales Performance

OBJECTIVE:

Given the gross sales figures for two salesmen for a five-year period, calculate the sales quotas of the salesmen for three forthcoming years.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Creative Selling, Ernest, 1971.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 109 through 118 in Creative Salesmanship.
3. Read Chapter 23, "Building the Sales Force", pages 513-556 in Salesmanship.
4. Answer question 4, including parts A, B, and C, on pages 120 and 121 of Creative Salesmanship on a separate sheet of paper. Answer questions on pages 114, 115, 117, and 118. (Cover answers on the right prior to answering questions).
5. Turn in your answer sheet to the instructor.
6. Return the texts.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.04.02.A2-2

Date: _____ Date Published: 7/30/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: EVALUATING SALES PERFORMANCE

1. Each firm develops a criteria or standards for its salesman by which it:

   a. evaluates them.
   b. sets a quota for them.
   c. inventories them.
   d. motivates them.

2. Criteria established by the measurement of intangible factors is what type of standards:

   a. qualitative standards.
   b. quantitative standards.
   c. inventory standards.
   d. prospective standards.

3. A common way to measure sales performance of a salesman is to:

   a. establish an evaluation procedure.
   b. draft a chart.
   c. create a checklist.
   d. establish a quota.

4. Danger for many a salesman lies in favoring established customers and neglecting:

   a. his boss.
   b. his prospects.
   c. his home life.
   d. his working time.

5. The average number of businesses contacted by a salesman in a working day, make up what is referred to as his:

   a. inventory list.
   b. prospect list.
   c. calls per day average.
   d. quota.

6. When a sales manager looks at a salesman as an individual rather than judging him on the basis of data, he is applying what standards?

   a. figurative standards
   b. quantitative standards
   c. quota standards
   d. qualitative standards

7. The most extensive type of sales training is:

   a. trial-by-error training.
   b. classroom training.
   c. on-the-job training.
   d. self-training.

8. The final step in a new salesman's training is to work directly with:

   a. an experienced salesman.
   b. himself.
   c. the public.
   d. the president of a corporation.

9. If a salesman is paid a certain percentage of each sale he makes and receives no other compensation, which plan is being used?

   a. straight commission
   b. straight salary
   c. incentive plan
   d. motive plan

10. Criteria established by the measurement of tangible factors, such as sales factors, is:

    a. personal standards.
    b. qualitative standards.
    c. quantitative standards.
    d. call report.

LAP TEST ANSWER KEY: IMPROVING SALES PERFORMANCE

1. a
2. a
3. d
4. b
5. c
6. d
7. c
8. a
9. a
10. c

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.09.04.03
Date Published: 3-21-75
Revised: 12-11-78

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Building Repeat Sales

OBJECTIVE:

Given a retail sales situation, list five ways of showing genuine interest in the customers.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Basic Salesmanship, Ernest, 1969.
Salesmanship, Kirkpatrick, 1976 -- 6th Edition.

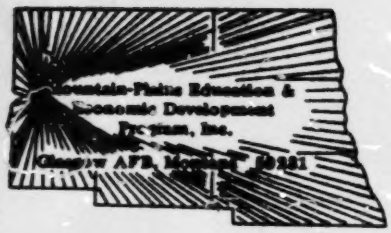
PROCEDURE:

1. Obtain a copy of each text and go to your study area.
2. Read pages 109 through 118 in Basic Salesmanship.
3. Read Chapter 19, "Customer Relationships" pages 400-428 in Salesmanship.
4. Answer questions 1 through 14 under "Talking Business" on page 119 in Basic Salesmanship, and questions 6 and 9 on page 120 of Basic Salesmanship. NOTE: Question 9 refers to the sales situation given on pages 111 and 112. Answer all questions on a separate sheet of paper. Answer questions on pages 111 and 114, and 118 in "Learning Pacers". (Cover answers on the right prior to answering).
5. Turn in your answer sheet to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. If successful, ask instructor for unit test.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.09.04.03.A2-2

Date: _____ Date Published: 7/30/74



LAP TEST: BUILDING REPEAT SALES

1. Aside from the qualities of the product itself, the thing that most often makes the difference between a sale and an unsuccessful presentation, is the salesman's:

   a. presentation.
   b. personality.
   c. intellectual ability.
   d. respect of customer wishes.

2. The ability of a salesman to put himself in the position of others is called:

   a. sympathy.
   b. empathy.
   c. insight.
   d. judicial exchange.

3. The salesman who disregards the prospective customer's feelings shows a lack of:

   a. tact.
   b. enthusiasm.
   c. interest.
   d. self-assertiveness.

4. Dale Carnegie said that the big secret of successful selling is to find out the other person's:

   a. weaknesses.
   b. interests.
   c. investments.
   d. strengths.

5. The salesman who expects success and does not think about the possibility of defeat has:

   a. personal standards.
   b. tact.
   c. constructive imagination.
   d. self-confidence.

6. A salesman who is able to foresee sales problems and solutions is said to have:

   a. constructive imagination.
   b. tact.
   c. self-confidence.
   d. self-assertiveness.

7. A salesman will find that customers will not come back to him for repeat sales if he does not have high:

   a. consideration.
   b. ethical standards.
   c. self-confidence.
   d. constructive imagination.

8. The procedure of developing a good personality by concentrating on a few traits for a definite period of time was followed by:

   a. Joseph Stalin.
   b. Jake Tennan.
   c. Benjamin Franklin.
   d. George Washington.

9. A sales tactic in which the salesman acts as if he is interested in selling the product only if the prospect is interested in buying is the:

   a. soft-sell.
   b. self-assertiveness.
   c. self-confidence.
   d. courtesy.

10. Ethics established by a business firm or an industry are:

    a. personal standards.
    b. group standards.
    c. ethical standards.
    d. responsibilities.

LAP TEST ANSWER KEY: BUILDING REPEAT SALES

1. b
2. b
3. a
4. b
5. d
6. a
7. b
8. c
9. a
10. b

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UNIT POST TEST: SALES MANAGEMENT

27.09.04.01

1. An employee who is like a man who is in business for himself is:

   a. a desk salesman.
   b. an indoor salesman.
   c. an outside salesman.
   d. a mediocre salesman.

2. A person who works without supervision must learn to:

   a. budget his time.
   b. be himself.
   c. be more aggressive.
   d. be compliant.

3. The successful management of time involves the ability to:

   a. plan ahead.
   b. sell fast.
   c. be aggressive.
   d. be compliant.

4. Salesmen who are on overnight trips frequently prepare an active schedule by the:

   a. month.
   b. day.
   c. week.
   d. hour.

5. A chronological outline of what work is to be done and when it is to be done is called a(n):

   a. activity schedule.
   b. itinerary.
   c. customer file.
   d. back-up lists.

27.09.04.02

6. When a sales manager looks at a salesman as an individual rather than judging him on the basis of data, he is applying what standards?

   a. figurative standards.
   b. quantitative standards.
   c. quota standards.
   d. qualitative standards.

7. The average training period for a salesman is:

   a. six months.
   b. three months.
   c. three weeks to a month.
   d. one year.

8. The most extensive type of sales training is:

   a. trial-by-error training.
   b. classroom training.
   c. on-the-job training.
   d. self-training.

9. A compensation plan that offers the salesman a fixed wage at established intervals is a:

   a. straight commission.
   b. motive.
   c. qualitative standard.
   d. straight salary.

10. Criteria established by the measurement of tangible factors, such as sales factors, is:

    a. personal standards.
    b. qualitative standards.
    c. quantitative standards.
    d. call report.

27.09.04.03

11. The salesman who disregards the prospective customer's feeling shows a lack of:

    a. tact.
    b. enthusiasm.
    c. interest.
    d. self-assertiveness.

27.09.04.03 (continued)

12. Dale Carnegie said that the big secret of successful selling is to find out the other person's:

    a. weaknesses.
    b. interests.
    c. investments.
    d. strengths.

13. A salesman who is able to foresee sales problems and solutions is said to have:

    a. constructive imagination.
    b. tact.
    c. self-confidence.
    d. self-assertiveness.

14. The procedure of developing a good personality by concentrating on a few traits for a definite period of time was followed by:

    a. Joseph Stalin.
    b. Jake Tennan.
    c. Benjamin Franklin.
    d. George Washington.

15. Ethics established by a business firm or an industry, is:

    a. personal standards.
    b. group standards.
    c. ethical standards.
    d. responsibilities.

UNIT POST TEST ANSWER KEY: SALES MANAGEMENT

LAP 01

1. c
2. a
3. a
4. b
5. a

LAP 02

6. d
7. a
8. c
9. d
10. c

LAP 03

11. a
12. b
13. a
14. c
15. b